

Making YOUR Future™

A venture of the Greater Pittsburgh Metals Manufacturing Community powered by Catalyst Connection

Catalyst Connection • 2000 Technology Dr., Pittsburgh, PA 15219-3110 • TEL: 412.918.4300 • catalystconnection.org
A Pennsylvania Industrial Resource Center

FOR IMMEDIATE RELEASE:

Media Contact: Darice Nagy, Green Dot Public Relations
Email: darice@greendotpr.com **Phone:** 814-771-0923

Catalyst Connection Launches Making Your Future™ Campaign To Boost Regional Manufacturing Workforce

PITTSBURGH, September 14, 2017 -- Catalyst Connection, which has been helping regional manufacturers grow their businesses for more than 28 years, has announced the launch of its newest initiative – Making Your Future™, a venture of the Greater Pittsburgh Metals Manufacturing Community. The campaign aims to seek the “makers” in the Pittsburgh region and connect them with manufacturing companies to encourage workforce development in the manufacturing industry.

“According to the recently released Brookings Report, job seekers report difficulty in understanding online recruitments systems and many don’t see viable pathways to careers in manufacturing,” said Petra Mitchell, Catalyst Connection president and CEO. “With 30,000 job vacancies estimated over the next 10 years, we want to help “makers” identify their transferrable skills and create mutually beneficial connections for job seekers and employers to help thousands of people find a career in manufacturing.”

The three main areas of focus of the Making Your Future initiative are:

1. Making it easier for adult job seekers to learn about and network with manufacturing leaders
2. Making it easier for employers to find skilled talent
3. Making it easier for our partners to collaborate on new initiatives for regional economic impact.

“With roughly 8,500 new manufacturing jobs opening up every year in Pennsylvania, we are eager to be a part of this campaign and encourage our students to understand the maker movement and how it is relevant in the Pittsburgh industrial economy for current and future job seekers,” said Theresa Bryant, VP for Workforce Development at the Community College of Allegheny County.

The campaign also features a video series to showcase the creativity, innovation, and problem solving skills sought by today’s manufacturers and draw parallels to the same skills which “makers” develop in maker spaces throughout the Greater Pittsburgh region. Meet the faces of the Making Your Future campaign here: <https://youtu.be/kwwzEFFxk4g>



MakingURFuture



MakingURFuture



@MakingURFuture



MakingURFuture



MakingURFuture



Making Your Future

www.MakingYourFuture.org

ABOUT CATALYST CONNECTION

Catalyst Connection is an economic development organization dedicated to helping small manufacturers improve their competitive performance. Advisors, consultants and instructors offer training, consulting and administer financial programs that can provide funding for equipment, machinery or capital improvements. A nonprofit 501 (c)3 firm, the organization has served southwestern Pennsylvania manufacturers for more than 28 years. Catalyst Connection is supported in part by the Commonwealth of Pennsylvania Industrial Resource Center Program, and the National Institutes of Standards and Technology Hollings Manufacturing Extension Partnership. For more information, call 1-888-887-7472 or go to www.catalystconnection.org.

#